

Spring 1986

UA12/2/16 Spirit Masters Scrapbook

WKU Spirit Masters

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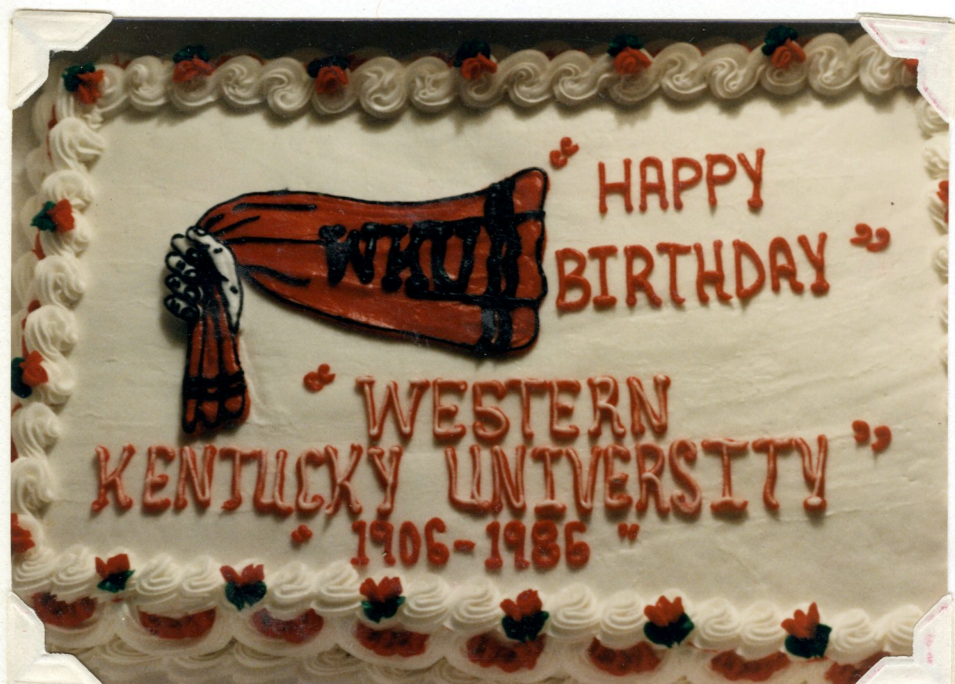
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A New Year,
A New Beginning...



Spirit
Masters

1986



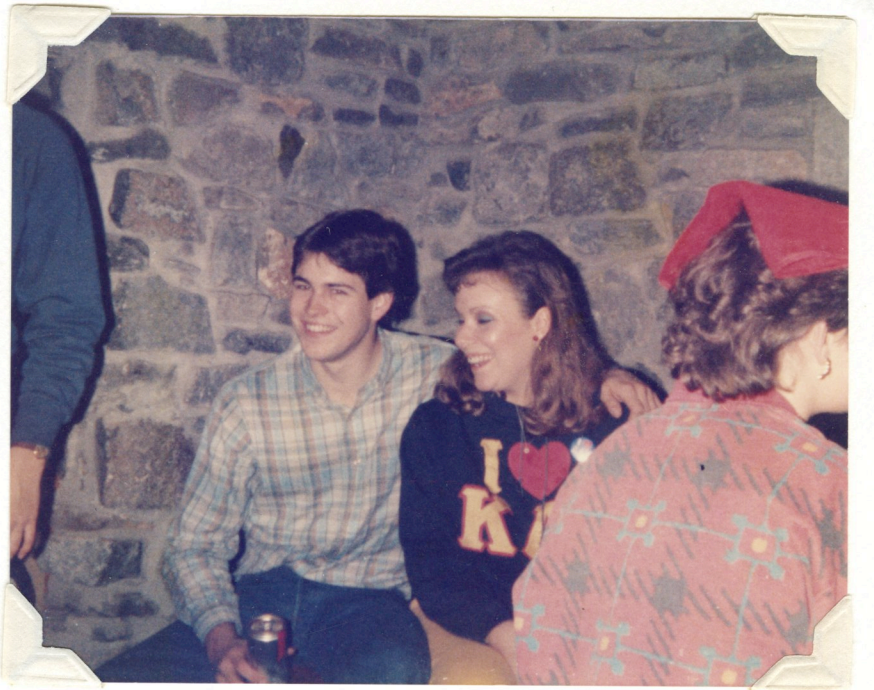


Getting to Know each other

Retreat:
Barren River Cottages
February 7-8, 1986











Our Officers



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Laura McClellan: chairman 1985



Barkley: Spirit Master of the year for 1985

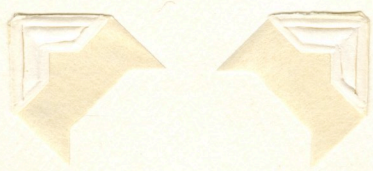


Barkley Payne: Public Relations



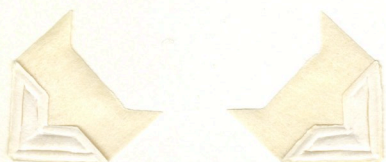
Tommy Clayton: Parliamentarian

Louise Gilchrist: Secretary



1986 Chairman:
Cindy Smith

1986 Vice-chairman:
Jim Robinson



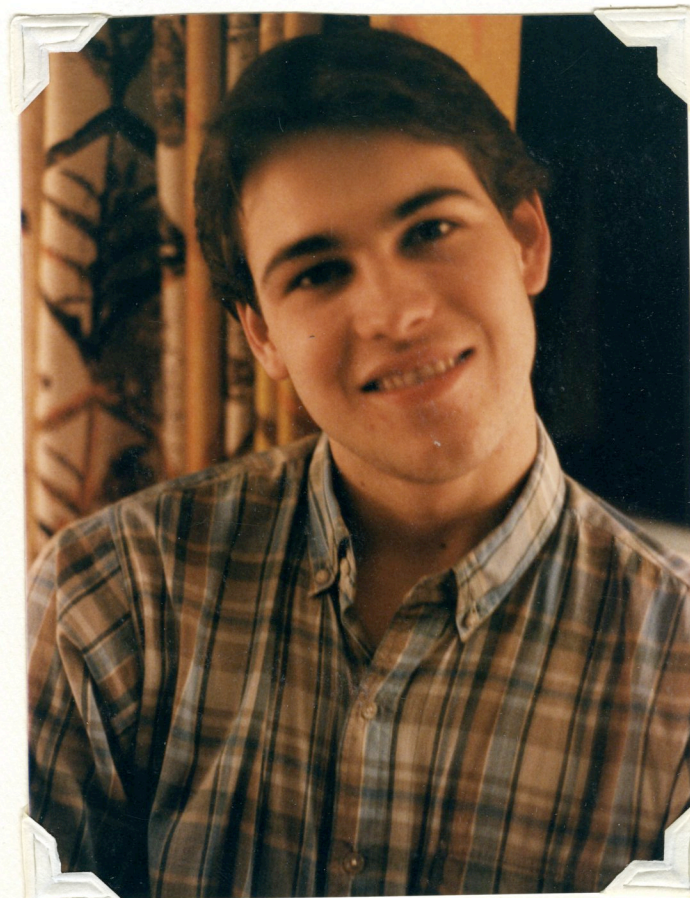
Historians:



Ursula Thomas



Kelly Ford



David Newman



Treasurer: Leslie Moseley

THE COKE FIZZLE

Continued

mitted to being Lionel Barrymore for once.

"When we withdrew the original formula," Keough said, "we touched something deep with many people in this country. We were fooling around with their lives, their memories. . . . We received over 400,000 phone calls and letters."

But then Coke has always been fooling around with our lives. Is there anybody out there who believes Santa Claus looks like anything other than the Coca-Cola Santa?

Scott E. Maynes, an economist at Cornell University, tried to explain why so many people felt wounded. "People come on something so seditiously promoted for so long that they feel they have a proprietary interest in it," he told Beverage Industry magazine.

Dr. Carl Kell, a Western Kentucky University communications professor who has spent much of the last year studying the phenomenon, says:

"In the childhood memory, Coke was a very special thing. When Dad hoisted a Michelob to celebrate a special occasion, the kid got Coke. Other times, the kid might get Double Cola or RC or whatever was on sale. But for special times, he got Coke."

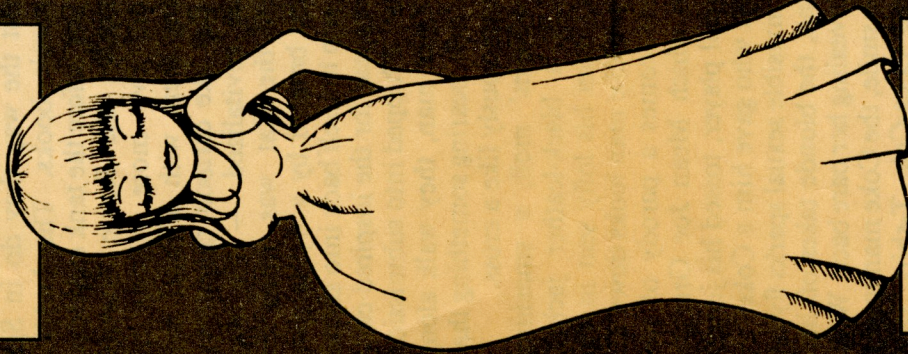
Kell grew up in West Texas, where his father worked on an oil rig. His own childhood memory is filled with scenes of the oil-rig workers dunking bottles of Coke in propane and pulling them out frosty cold.

Kell is a popular-culture devotee who studies things both Southern and universal. For example, he analyzed the relationship of Sheriff Andy Taylor and his deputy, Barney Fife, in the television town of Mayberry. ("Southern towns," he says, "are full of people like Barney, who get along only because they have an Andy to take care of them and point them the right way.")

At 6:25 a.m. last April 24, Kell heard on his radio that Coca-Cola was changing its 99-year-old formula. A gray-haired, 47-year-old jogger, Kell quickly became wide awake. "That's it!" he thought, reckoning that the pop-culture event of the 1980s was at hand. Besides, what could be more

Dan Howard's Maternity Factory

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CLEARANCE



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SALE ENDS MARCH 29TH



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ON SELECTED ITEMS

Hours: Mon. and Thurs. 10-9;
Tues., Wed., Fri., Sat. 10-6; Sun. 12-5
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Close to Chi Chi's

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(IN STONEFIELD SQ. SHOPPING CENTER)
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THE COKE FIZZLE

Continued

intellectual drink," presumably because it did not impair the mind the way alcohol does. Southerners, particularly, have embraced the strong taste of Coke.

"Southerners are into broad-scale, garden-variety tastes," Kell says. "Look at the uproar over barbecue from Texas to South Carolina. People will argue over propositions like, 'You don't make that stuff with ketchup, boy!' Southerners like strong, sharp, bright tastes. The farther you go east and to the West Coast, the more subtle their tastes are. In the Northeast, there's a stronger insistence on light and sweet."

If you use new Coke as a litmus test for the southern-ness of a place, you'll find Kentucky is as schizophrenic as ever. In Louisville and Lexington, old Coke outsells new Coke 3-to-1 — the same as in Boston, Mass. Some other Kentuckians' mouths and minds have gone southern — or just stayed that way.

"Old Coke has about put new Coke out of business here," says Madisonville, Ky., plant manager Glenn Reynolds. "We still make a little new Coke, but not much. I'd say it's about 9-to-1 in favor of old Coke."

Just a few miles away, in Paducah, Ky., where Coca-Cola Classic is winning 5-to-1, plant manager Sam Milam sees a bright future for new Coke. "It's the future growth of our company," he says. "I know for a fact we've got some people out there who just did not like co-cola before the new Coke came out.

"I prefer the new Coke myself. I really do. Sometimes I run out to the barbecue place and get a new Coke, and I have to be careful or I'll get two of 'em. I wasn't accustomed to doing that with Coke Classic."

That was part of the idea behind new Coke — that you'd be able to drink more of it. Two bottles of the old stuff could give you heartburn. But then, as we found out, no bottles at all could give you heartache.

In Bowling Green, Ky., manager Kelly Goad says, "We're one of the

strongest in the South for new Coke. Our Coke Classic is outselling new Coke only about 3-to-1.

"We did an extraordinary job of convincing the public to buy new Coke," he says of his route salesmen. "It was a chore for some of these guys to go into a store with a Coke uniform without somebody backing them up against the wall."

A real up-against-the-wall story comes from Dyson, the Coke USA president. "Here in Atlanta," he said, "there was this salesman. He was working in a store, and suddenly this very elegant-looking lady came up to him and said, 'Young man, I've tasted your new Coke, and I think it tastes like —.'"

"What language. The guy didn't know what to say. Such a fine-looking person."

"There was a Pepsi person down the aisle, and he came over almost to commiserate. He said, 'Did I hear that?' and she comes right back and says, 'Pepsi tastes even worse than —.'"

Clearly, in Atlanta — and the rest of the South — the move to new Coke was not appreciated.

"Those who will remember this as a cultural slap in the face live south of Nashville," Kell says. "And Southerners don't forget. My wife is from Ninety-Six, S.C. When you go to South Carolina and lower Georgia, Coke isn't just it — it's all there is."

A month from today, new Coke will be 1 year old. If the folks at Coca-Cola headquarters in Atlanta don't celebrate with cake and sparklers, it will probably be so they can save themselves for the real bash two weeks later when Coca-Cola marks its 100th anniversary.

It was on May 8, 1886, that a druggist named Dr. John Styth Pemberton brewed the first Coca-Cola syrup. Standing over a brass pot in the back yard of his Atlanta home, Pemberton mixed coca leaves, kola nuts and various other flavorings. He could have called it Coca-Kola, but decided Coca-Cola would look better in advertising.

Pemberton didn't know what he had. For a while, he sold it as a nerve stimulant. Early ads called it "the ideal brain tonic." Its inventor prescribed that it be mixed with water for "the relief of headache and nervous affections, neuralgia, hysteria and melancholia."

Then, so one story goes, a man suffering from a headache wandered into an Atlanta soda fountain in search of relief. Usually, the druggist mixed the Coca-Cola syrup with tap water. But his time he was standing closer to the soda water; he suggested using it instead. The customer agreed, drank the bubbling brew and proclaimed it delicious.

That formula, essentially, worked for 99 years. When Coke chemists were formulating Diet Coke, though, they experimented with many tastes. In the process, they came upon a flavor that was more pleasing than old Coke. That flavor became new Coke after the company's top management decided it was time for a change.

There is something about the people who rise to the top of corporate empires. They are movers and shakers — so they move and shake. Robert Woodruff, a formidable and charitable man who was the heart and soul of Coca-Cola for 60 years, lived by many slogans, one of which was, "The world belongs to the discontented."

Before Woodruff died last year, the company had long since passed on to a new generation of movers and shakers. One of them was board chairman Roberto Goizueta. One day when they were talking about the impending introduction of new Coke, Woodruff produced an album. Among the memorabilia was a quote from the late William Allen White, editor of the Emporia (Kan.) Gazette.

White called Coca-Cola "a sublimated essence of all that America stands for. A decent thing honestly made, universally distributed, conscientiously improved with the years."

As an homage to White's notion, the company called its introduction of new Coke "Project Kansas."

To keep the lid on the introduction of new Coke, the company did a number of extraordinary things. The "new Coke" stickers were printed in Holland, and other creative jobs were farmed out to London, California and New York to spread the pieces of the puzzle over the globe. Anyone trying to figure out what was going on would have been like a man holding one-quarter of a treasure map.

Syrup workers in Puerto Rico noticed changes in the formula sheets; they were told the changes were for

Cherry Coke. The company also got packaging suppliers to cut-back production. The reason given: the Coke logo would probably change to commemorate the 100th anniversary. The real reason, of course, was that the labels were going to say "new Coke." Coke's ad agency, McCann-Erickson, put 500 people to work on the campaign. Remarkably, the secret did not leak.

When new Coke was introduced, Goizueta said, "This is the surest move ever made because the new taste of Coke was shaped by the consumer."

Having thrived for nearly 100 years with old Coke, the company brought out new Coke in a bid to dominate the next 100 years. That bright hope didn't last 100 days.

By mid-July, the company president, Keough, was appearing on television commercials, owning up to the mistake. Kell, who looks for the little nuances of communication, noted that Keough "blinked as often as necessary to convey his and the company's embarrassment."

The setback for new Coke also delayed the international rollout of the brand, originally scheduled for Jan. 1. Last summer, when so many Americans were working themselves into a patriotic lather over the memory of old Coke, the folks in China were drinking the real thing. (New Coke was available only in the U.S., Canada and Puerto Rico.)

Some people try to blame the whole mess on the international flavor of Coca-Cola's top executives. Three of them grew up outside the United States and, presumably, did not view Coke as an object of reverence. Goizueta is from Cuba, Dyson from Argentina and Zyman from Mexico. So they were deprived of the opportunity to wrap their childhoods in the flag, motherhood, apple pie and that holy water, Coca-Cola.

Kell, however, is skeptical of that notion. "That's an accusation that is hard to prove," he says, "because all you've got is what they are — and what they weren't. They weren't from Atlanta. They didn't grow up in Kirksville, Mo., and drink Coke down at the store. We'd probably blame them more if they did."

If you blame the men at the top, you have to give them credit, too. They made a mistake and admitted it. And their mistake will probably leave the Coca-Cola Co. better off. Coke and Coca-Cola Classic together are more formidable competition for Pepsi than old Coke by itself. Then, too, there will come a time when the "old-Coke" generation dies away — or diets away. What then? Surely, the Coca-Cola Co. can fight Pepsi more vigorously by giving drinkers a choice between new Coke and old, old Coke.

Somehow it keeps coming back to choice. Last summer when Geraldine Ferraro appeared with her daughters on a television commercial for Diet Pepsi, the bottom line was about her pride in choosing motherhood. But it was also about choice itself — and choice was something Coke had denied the public.

Maybe that's all the old-Coke drinkers wanted, anyway. Not to be swept back to a time where memories run together in a pastel haze of front-porch swings and summer afternoons and patriotism and shy courtships and familiar, caring neighbors. Maybe all they wanted was choice. Coca-Cola's humbling mistake was trying to choose for them. □

Southern — or universal — than Coca-Cola?

Kell's study has led him to the following impressions:

- The folks at Coca-Cola really didn't trust the American public. They probably didn't understand it, either. When Sergio Zyman, a vice president, introduced the new brand to bottlers, he trumpeted "a human belief that the future should be better than the past. I think that if you look around you, you will see this is exactly the mood of Americans in this country."

- The company's vaunted taste tests didn't go far enough. They didn't ask the right questions. The tasters preferred new Coke, but nobody told them that old Coke would be taken away. What would their reaction have been then? "Taste tests can't tap the heart or the long-term memory," Kell says. "Brand loyalty seems to be most intense with products close to the skin or those ingested."

- Coke listened to the wrong guys. One of its pollsters, Richard Wirthlin, said, "Don't tamper with America or Coke." Considering the country's recent surge of patriotism, it was dangerous indeed to mess with Coca-Cola — something that symbolized America to so many people.

- When Coke became committed to the new drink, the company went all out with an aggressive marketing campaign that told the public, "You will like it." The public resented it to a degree Coke couldn't foresee.

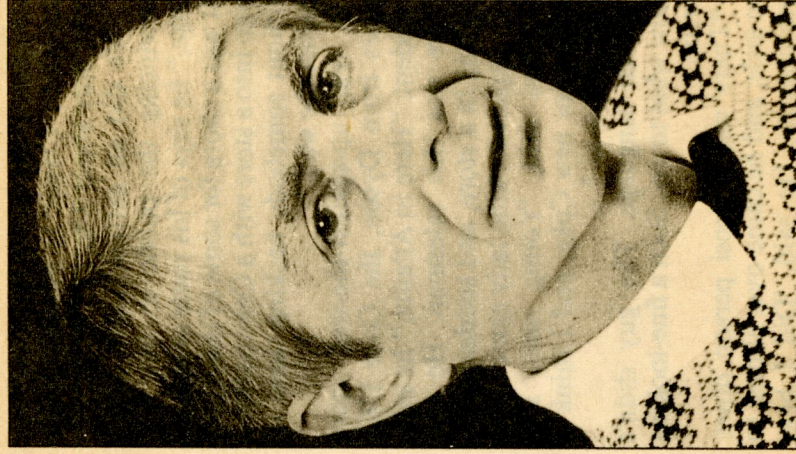
- The whole thing is not so much about colas as about choice. Coca-Cola's big mistake was taking away people's right to choose between the new Coke and the old.

Why did Coke do it? Kell offers several theories.

"Since 1977, Coke was losing shelf sales to Pepsi," he says. "The old Coke has a cloying taste, a strong taste. It stays in the mouth a lot. Coke wasn't getting the same kind of repeat sales as the lighter-tasting products. While Coke was still Number 1, Pepsi had edged ahead in food stores, where 55 percent of soft drinks are sold."

More older people are turning to diet sodas, Kell notes. That leaves the regular-soda market to youngsters, who have shown an increasing preference for Pepsi over Coke.

Another factor in the decision to



Mark Lyons

introduce new Coke was the success of Diet Coke. In 1981, Diet Coke didn't even exist. By 1985, it was the third-best-selling soft drink — from nowhere to No. 3 in three years. Meanwhile, old Coke was No. 1 but slipping. Emboldened by the success of Diet Coke, the company's top management was perhaps embarrassed that its diet soda was making old Coke look tired and dowdy by comparison.

Kell attributes the change to something else, too. "The new faces at the top levels of the company wanted to change the face of Coca-Cola, which was in the doldrums. The aggressive men at the top couldn't take that."

Aggressive? Maybe even macho. Coke owns Tri-Star Pictures, those wonderful folks who gave us Rambo. There are echoes of the Rambo ethic in the motivational tapes the company sent to its bottlers. In one of the tapes, Coca-Cola USA president Brian Dyson, a rather elegant-looking Argentinian with a distinct British accent, says of new Coke, "We've landed. We've established a beachhead, and we're going right on to Berlin. We're going all the way."

The best of these motivational tapes was a glossy, high-budget take-off on the Mel Gibson movie "The Road Warrior." It is slick and well-conceived and full of religious and

crawls onto the top of his truck.

"In the childhood memory, Coke was a very special thing. When Dad hoisted a Michelob to celebrate a special occasion, the kid got Coke."

Dr. Carl Kell, a communications professor at Western Kentucky University

sexual imagery. It also contains touches of James Bond, Indiana Jones, Dracula and Mean Joe Greene. It is so full of energy and wry humor that it seems a shame it didn't get wider play.

In the six-minute videotape, our hero is the Route Warrior. He is a sort of sanitized version of the Mel Gibson character, bedecked in a bright-red T-shirt and studded, black-leather jacket. He drives a Coke truck through a parched desert landscape, intent on making his deliveries.

Along the way, the Route Warrior passes an abandoned, graffiti-littered Pepsi truck. Then, like worms crawling out from under a rock, a scraggly bunch of bandits springs from behind the truck. As they chase the Coke truck down the highway, some are driving motorcycles; others ride in a tank-like vehicle with camouflage paint. Their unshaven faces wear maniacal grins.

A resourceful chap, the Route Warrior pulls a lever and discharges a load of crushed ice onto the highway, sending a couple of motorcyclists into the ditch. Then he makes a delivery to a town called Dry Gulch, hoisting his precious cargo of Coke onto a shelf beside a Pepsi display covered with cobwebs.

Then it's back to the road for more madness. One of the bandits crawls onto the top of his truck.

With the aplomb of Indiana Jones, the Coke man secures the steering wheel with a strap and crawls onto the top of the truck as it hurtles down the highway. The villain is swinging a baseball bat wildly. The Coke man repels him by holding up a can of new Coke — just the way Dr. Van Helsing held up the cross before Dracula.

The baddies in the tank start firing grenades at the Route Warrior. The grenades, incidentally, are Pepsi cans. He catches one in his hand and hurls it back into the turret of the tank, just the way they do in Sgt. Rock comic books. The baddies escape just before the tank explodes.

Eventually, the Route Warrior takes out two more villains by squashing them with a Pepsi machine. But like cartoon characters, they are revitalized — the way Sylvester the Cat was when he would be brained by a frying pan, only to pop himself back into shape. They reappear for the inspired closing scene. Whipped into submission by the Coke man, they walk along the roadside, bearing something that looks suspiciously like a cross.

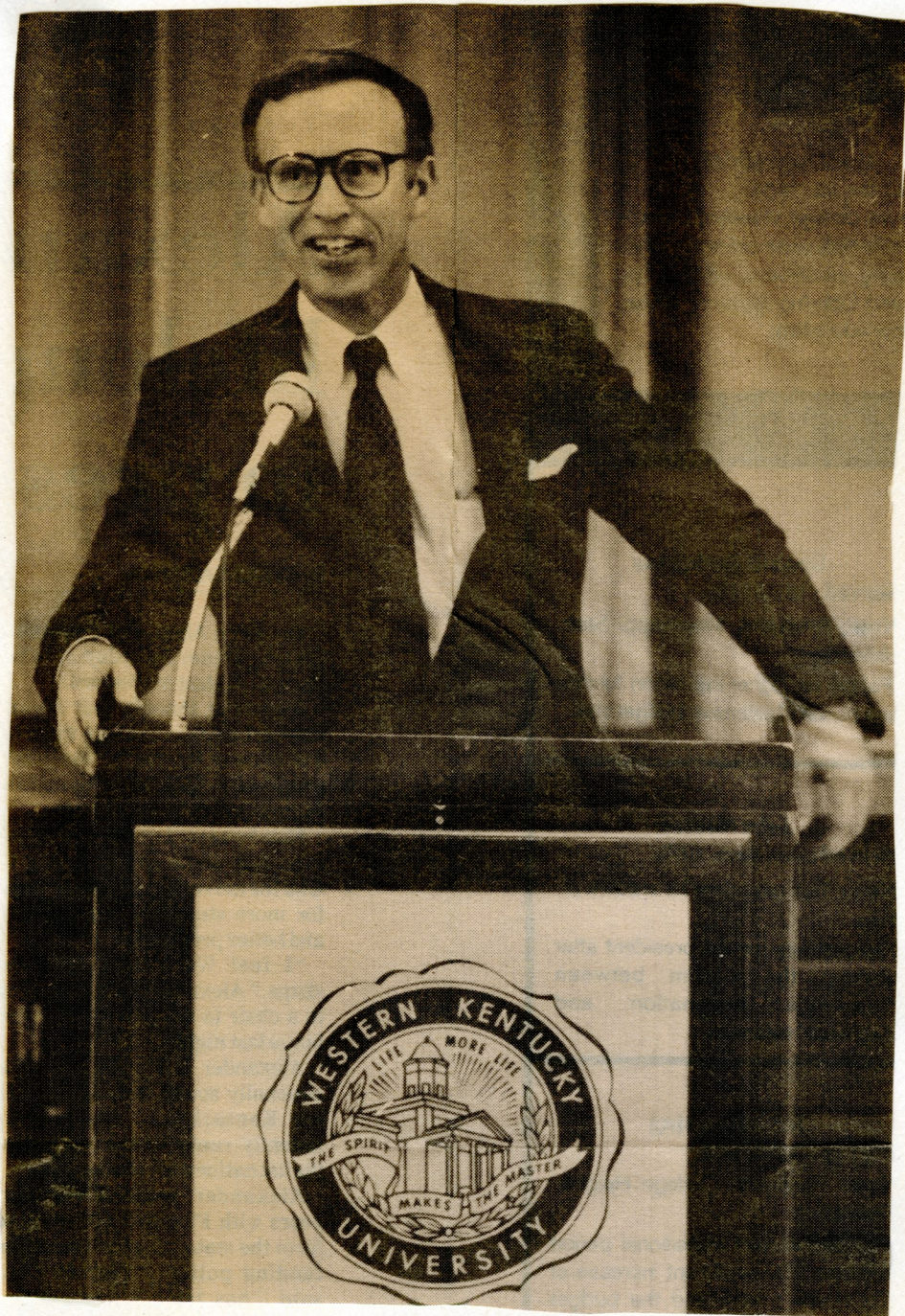
The villains' moll, a smashing blonde in a black-leather jacket, appears. From his lofty seat in the truck, the Coke man looks down on her. Then comes a parody of the scene in which Mean Joe Greene, the football player, tossed his jersey to the kid who gave him a Coke.

With invisible sexual sparks flying all around, the blonde takes off her jacket, revealing her bare back. With a beatific smile, the Coke man tosses her a red Coca-Cola T-shirt. Her back still to the camera, she pulls the shirt over her head. Then the camera views her from the front as she grins up at the Route Warrior. In the millisecond between the time we see her from the back and then from the front, the actress has added a bra.

The company — which had alienated so many Southern distributors by taking away old Coke — apparently didn't want to make them any angrier by showing nipples under a Coca-Cola T-shirt. It just wouldn't play in the Bible Belt.

Coca-Cola — the old stuff — has been playing in the Bible Belt for a century. One of its charms in the 1890s was that it was an alternative to demon rum. It was called "an

Continued



Kern Alexander is sworn in as WKU's seventh president

From AP and Special Dispatches

BOWLING GREEN, Ky. — Dr. Kern Alexander was sworn in yesterday as Western Kentucky University's seventh president.

Alexander, a native of Cumberland County, replaces Donald Zacharias, who left to become president at Mississippi State.

Alexander, 46, worked as an education professor at Florida State University before coming to WKU and had previously taught in Jefferson County schools and worked for the state Department of Education.

He was selected by the regents in December.

Kentucky Court of Appeals Judge Charles Reynolds administered the

oath during the board of regents' regular quarterly meeting.

Alexander will continue to fulfill contractual obligations to the University of Florida through this school year while serving as WKU's president.

The board granted Alexander the leave time necessary to handle obligations at both institutions.

In his first official action, Alexander recommended the appointment of Paul B. Cook as executive vice president for administrative affairs.

Cook served as interim president during the presidential search process and previously was assistant to the president for resources management and director of the budget.



STATE HIGH SCHOOL BASKETBALL TOURNAMENT

WESTERN KENTUCKY UNIVERSITY
BOWLING GREEN, KENTUCKY
MARCH 26-29

Sweet 16 nets praise despite fewer guests

By JAYNE CRAVENS

Attendance may have been down for the Girls' Sweet Sixteen High School Basketball Tournament, but the event is getting only praise from planners and workers.

"The High School Athletic Association will be adding up the attendance and issue a report sometime next week," said Horace Schrader, executive director of the Bowling Green-Warren County Tourist and Convention Commission.

But Schrader said attendance seemed down from last year, the first time the tournament was held at Western. He gave two possible reasons.

"I think it's a matter of what team advances to the finals and what kind of following they have," he said. "And Easter weekend may have had something to do with it."

Schrader said the tournament, especially the shuttle service and parking, ran surprisingly smooth this year.

"The people that came with the tournament seemed very pleased with the whole thing," he said.

The commission will hold a meeting with subcommittee chairmen today to discuss ways to improve the tournament next year.

Jim Holden, executive assistant at the Bowling Green Chamber of Commerce, said one word comes to mind when thinking about the tournament's success: cooperation.

"The people from the community at large, the faculty and the business community have realized what a boost this tournament is to Bowling Green," he said.

This boost comes as college recruitment, economic activity and promotion of Bowling Green, Holden said.

"Don't tell me a high school student who comes here with this tournament isn't influenced by this college campus," he said.

Holden said the organizers didn't

See SWEET, Page 11



Sweet Sixteen nets praise

— Continued from Front Page —

have any problems with crowd control.

Students, faculty and staff weren't allowed to park in Diddle Lot from Wednesday to Saturday night. They were moved to grass lots and other parking lots around campus and the city.

Capt. Ed Wilson of Public Safety said the weather and people helped limit parking problems.

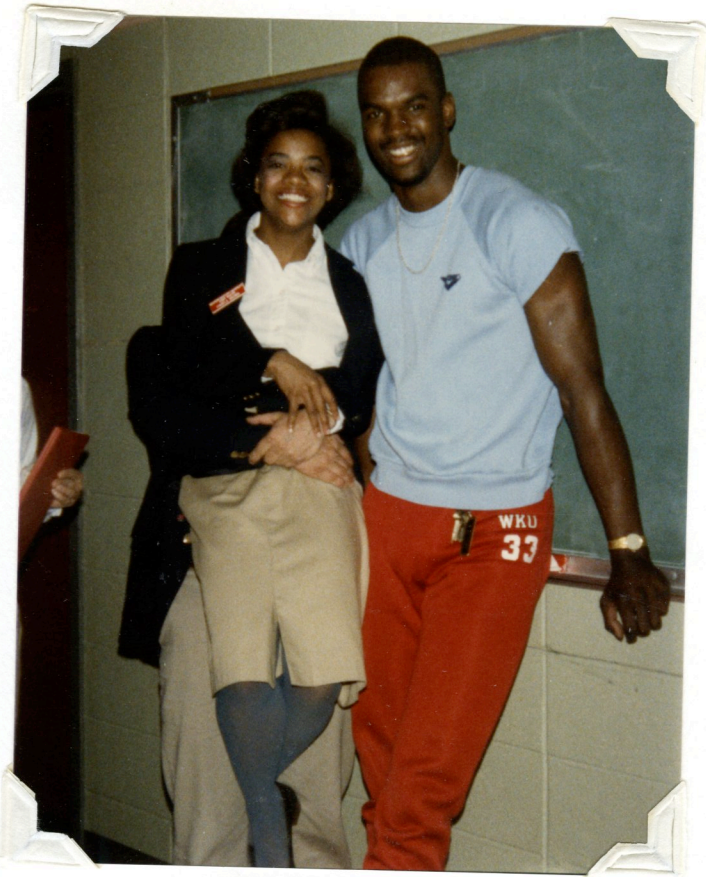
"If it had rained, we might have a different story right now," he said. "Everything seemed to go extremely well, and I think that was due to a lot of planning beforehand and cooperation from everyone."

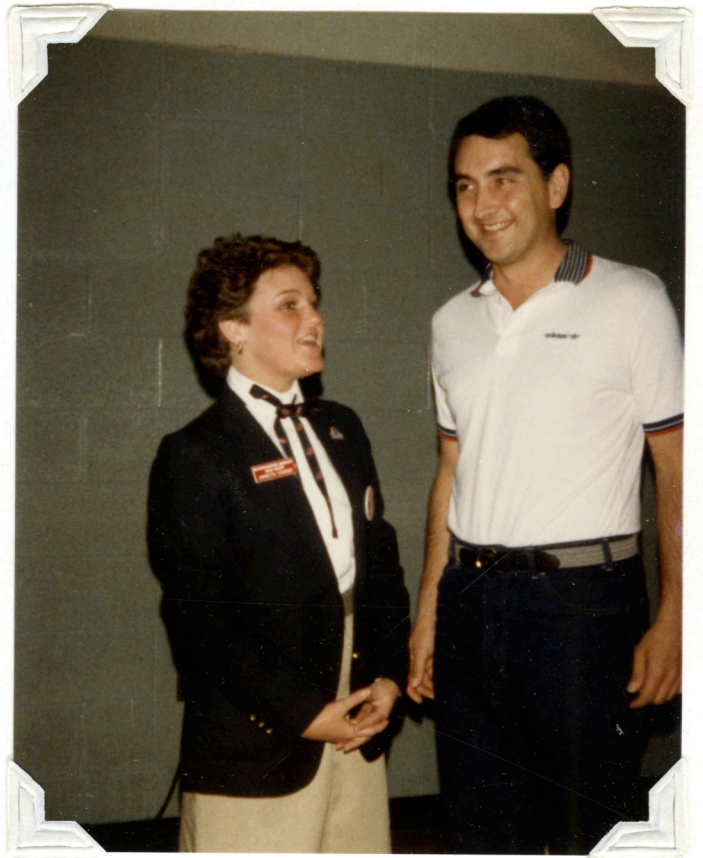
"There were a few commuter students who didn't get the message and who got a little upset when they found out what was going on," he said. "But sooner or later everybody got right into the swing of things."

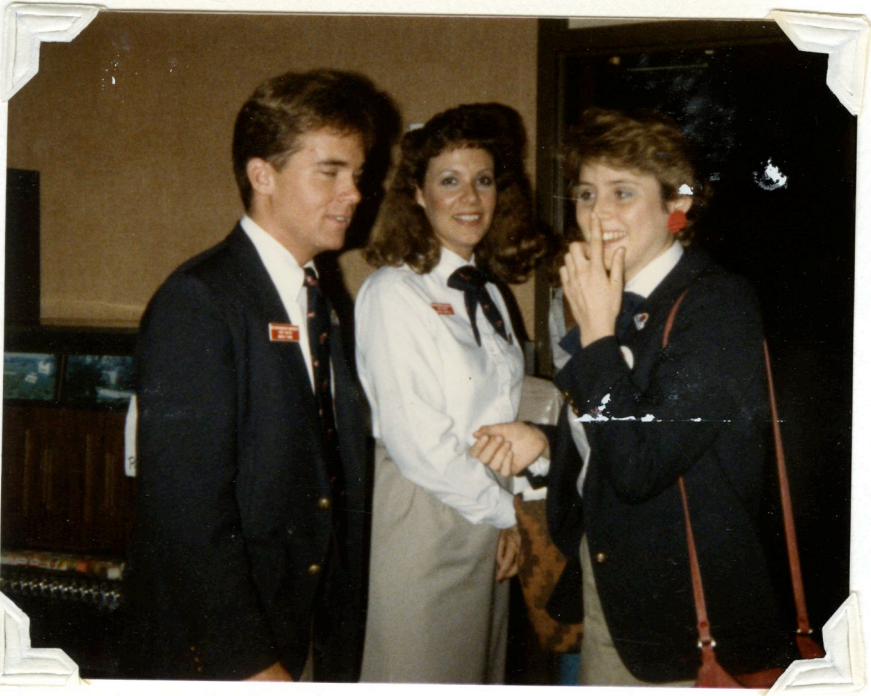












Big Blue, Western need one win each for NCAA collision

The big news yesterday for basketball fans in Bowling Green wasn't only that the Western Kentucky University Hilltoppers were included in the 64-team NCAA Tournament field.

If coach Clem Haskins' team survives its opening-round Southeast Regional game against Nebraska Friday in Charlotte, N.C., it could set up a sort of mini-dream game for the Hilltopper faithful.

For in all likelihood, Western would get to meet its famed intra-state non-rival — the Big Blue from the University of Kentucky — on Sunday afternoon for the right to advance to the Southeast semifinals in the Omni at Atlanta.

Coach Eddie Sutton's Wildcats, given the region's No. 1 seed by virtue of their brilliant 29-3 record and



Billy Reed

Courier-Journal sports editor

the Rock Friday in the Metrodome in Minneapolis for the right to play the Iowa-North Carolina State

And coach Gene due team was put in Region with the team former boss at Ark and with the one who coach (Western), but play Louisiana State Tigers' home floor in

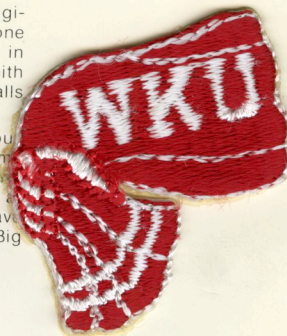
THE ALUMNI ASSOCIATION

Western Kentucky University

Western's unique red towel originated with the late E. A. Diddle, one of the most successful coaches in history and a member of the Naismith and Helms Athletic Foundation Halls of Fame.

The red towel became synonymous with Ed Diddle and he became synonymous with Western's winning athletic heritage. And now fans at every Hilltopper sporting event wave red towels as they cheer for the "Big Red."

Wear Your RED TOWEL Proudly



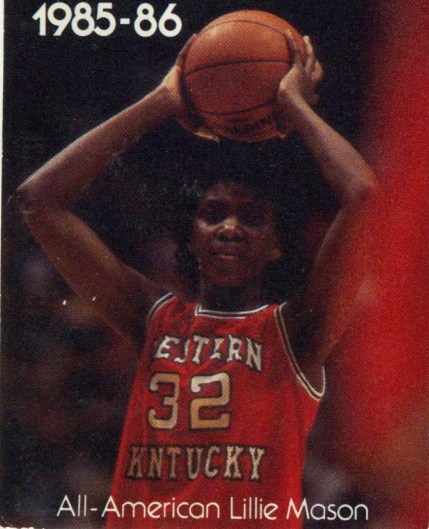
Western Kentucky University

ALUMNI ASSOCIATION



Texas too inspired for Toppers to win

Lady Topper Basketball 1985-86



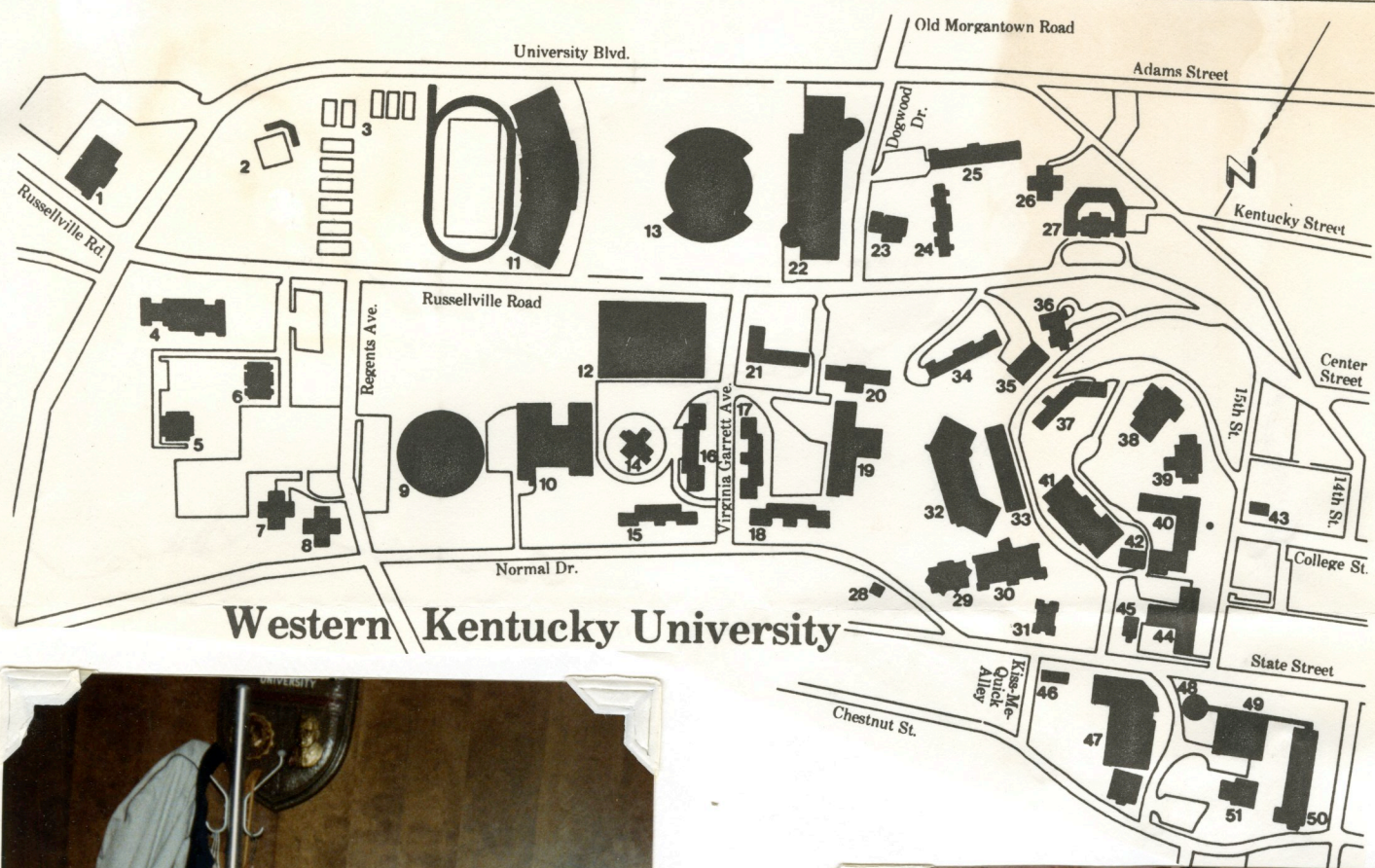
All-American Lillie Mason



(Left) Melinda Carlson fights for the ball. (Above) Cheerleaders Barbara Padgett (left) and Pam Brown comfort each other after the loss.



Campus Tours • Maps



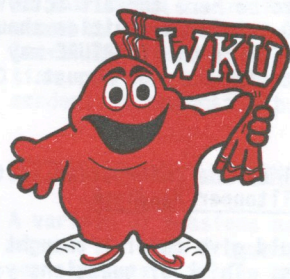


Western Kentucky University



ntation • Advisement • Registration

1986 Fall Semester



Monday, March 31, 1986

Name Joe College
 Major FUN
 Adviser Mr. Budweiser
 Advisement Location K.T. O. House



PURPOSE

The purpose of OAR is three-fold:

- (1) to help you become better acquainted with WKU and to learn what to expect from college life
- (2) to meet with an adviser and to plan your fall semester schedule
- (3) to register by computer for your classes

PROGRAM

Outlined below is the basic schedule for the day. Specific information about each activity is explained throughout this brochure. PLEASE NOTE: Bowling Green is on Central Time.

8:00 - 8:25 a.m.	Check-in
8:30 - 9:30 a.m.	Orientation Assembly
9:40 - 11:35 a.m.	Getting to Know Western
11:40 - 12:40 p.m.	Lunch
12:45 p.m.	Academic Advisement
2:00 - 4:30 p.m.	Open Houses
2:15 - 4:30 p.m.	Registration for classes

Make your plans now to be here for all activities. Because all of your time is scheduled, NO outside activities should be planned for the day. LATE ARRIVAL or NEED FOR EARLY DEPARTURE may result in having to re-schedule your OAR date for June or August. Come prepared for a busy, but enjoyable day on the campus.

HOW TO PREPARE FOR OAR

Be sure to review all of the information in this packet and carefully read the enclosed Hilltopper Handbook.

In addition, you should give careful thought to your personal goals, interests and strengths. Think of questions you may have about extracurricular activities, student conduct, university services, etc. and be prepared to ask these questions while attending OAR.

Prior to separating from your parents or friends on the morning of the program, be sure to set a time and place to meet, either for lunch and/or after you have completed registration. Your registration should be completed within 20 minutes of your scheduled time.

WHAT TO BRING

You should bring this schedule, all of the information in this packet, a notebook, pen and pencil. Dress comfortably and wear comfortable shoes. An umbrella is advisable if rain appears likely.

OVERNIGHT ACCOMMODATIONS

Because the OAR activities begin rather early in the morning, you may want to make plans to spend the night on campus in a residence hall or in a local motel. Information about on-campus lodging can be made by calling the Housing Office at (502) 745-4350. (All university offices will be closed during spring vacation, March 10-14.)

QUESTIONS???

Any questions regarding OAR may be directed to the Office of Scholastic Development at (502) 745-4242. (All university offices will be closed during spring vacation, March 10-14.)

● 7:30 - 8:10 a.m.

CHERRY HALL, Room 105

SPECIAL SESSION

All students who have earned credit for English 101 through ACT, APP, transfer credit or other means are invited to a coffee and donut reception hosted by the English Department and University Honors Program.

● 8:00 - 8:25 a.m.

VAN METER LOBBY

CHECK-IN

Report to the lobby of Van Meter Auditorium later than 8:25 a.m. to pick up your registration cards, catalog, name tag, W folder and other advisement material.

● 8:30 - 9:30 a.m.

VAN METER AUDITORIUM

ORIENTATION ASSEMBLY

During this assembly for all students, you will be introduced to the President of Western, welcomed to the student body by a Western student, learn about WKU through a multi-media presentation, and receive important information about academic matters. Be prepared to take notes!

● 9:40 - 11:35 a.m.

GARRETT CONFERENCE CENTER

GETTING TO KNOW WESTERN

A variety of sessions have been planned to answer the most frequently asked questions by new students. Choose one program for each 35-minute session.

	Memorial Room	Executive Room	Room 103	Room 205	Room 201	Room 101	Room 102	1st Floor Lobby
Session I 9:40 - 10:15 a.m.	Creative Academics	Opportunities for Spiritual Life	How to Survive in College	Student Activities and Organizations	Making a Home Away from Home	Army ROTC	Part-Time Employment Opportunities	Campus Tours
Session II 10:20 - 10:55 a.m.	The Commuting Student	Opportunities for Spiritual Life	Greek Life	How to Survive in College	Making a Home Away from Home	Army ROTC	Money Matters	Campus Tours
Session III 11:00 - 11:35 a.m.	Black Student Life		Greek Life	Student Activities and Organizations		Army ROTC	Part-Time Employment Opportunities	













